



# UNMASKING

## HTML EMAILS

Level 5 - Small Screen First



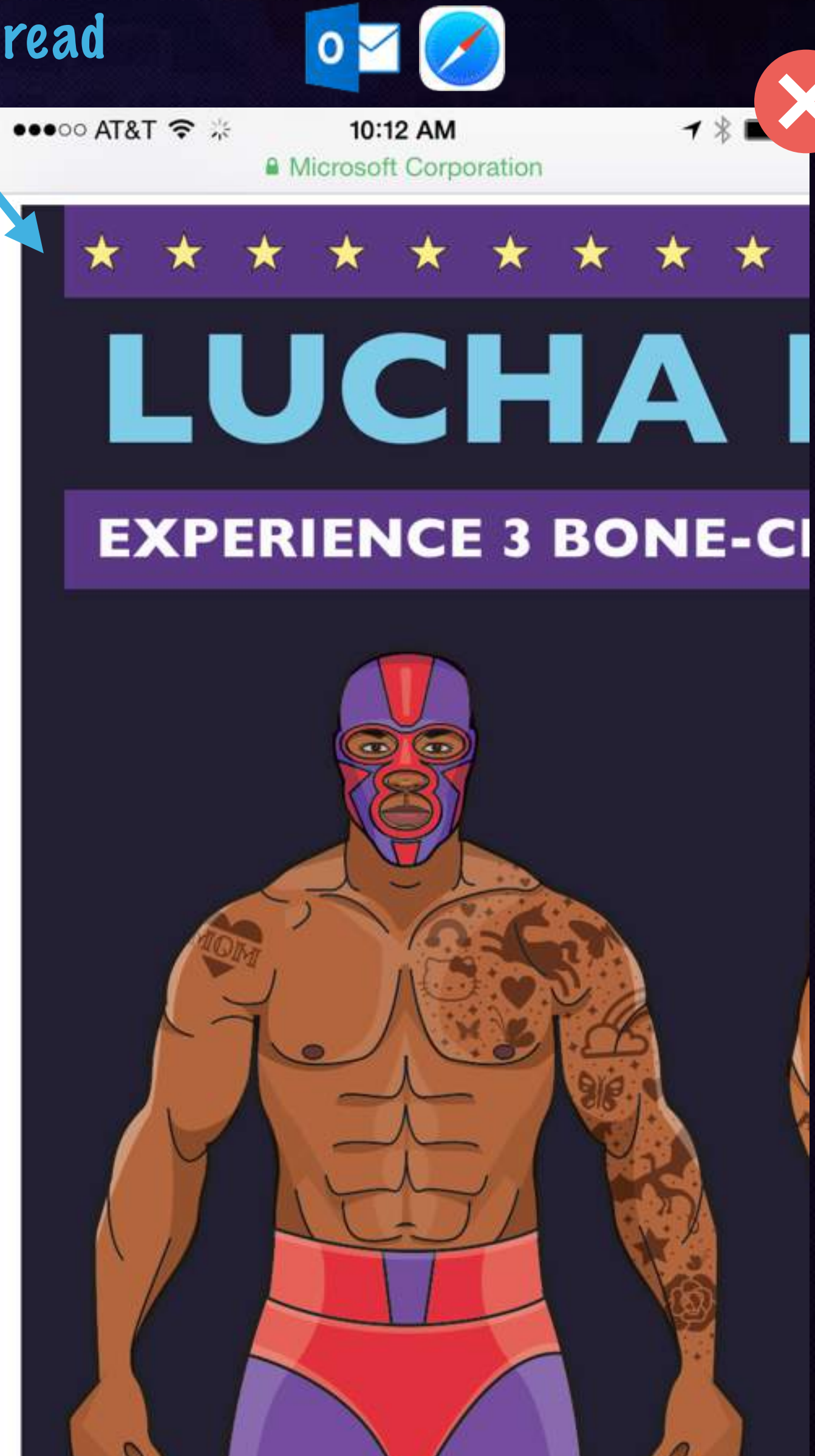
# Small screen results may vary



Zoomed out



Pan to read





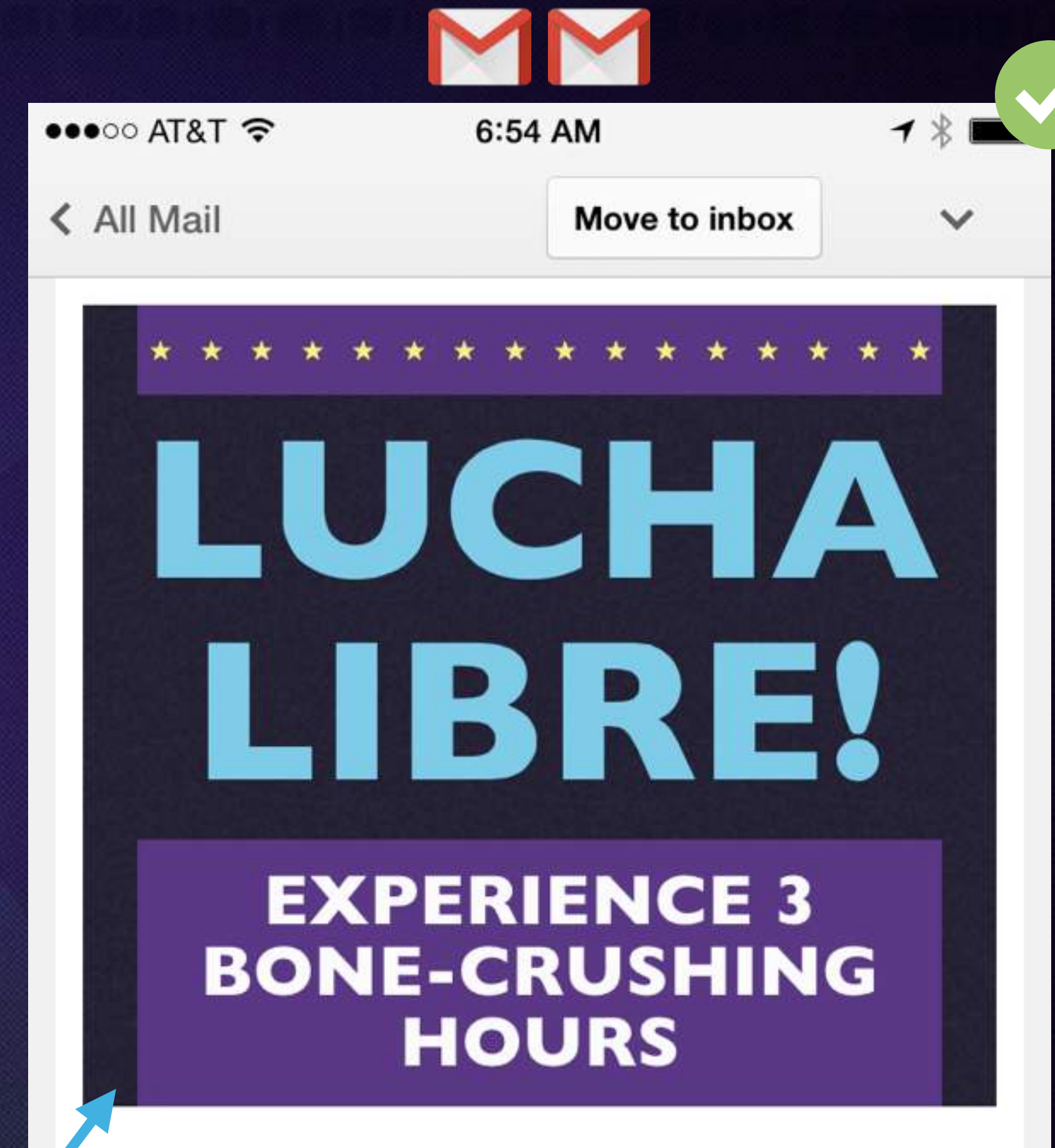
# Avoiding zoom

Elements must use a width that fits within the viewport or a max-width to contain them.

email.html

```
...  
<table ... style="margin: 0 auto;  
                max-width: 600px;  
                text-align: center;  
                width="100%">  
...
```

Width is flexible  
up to 600px



No more zoom!



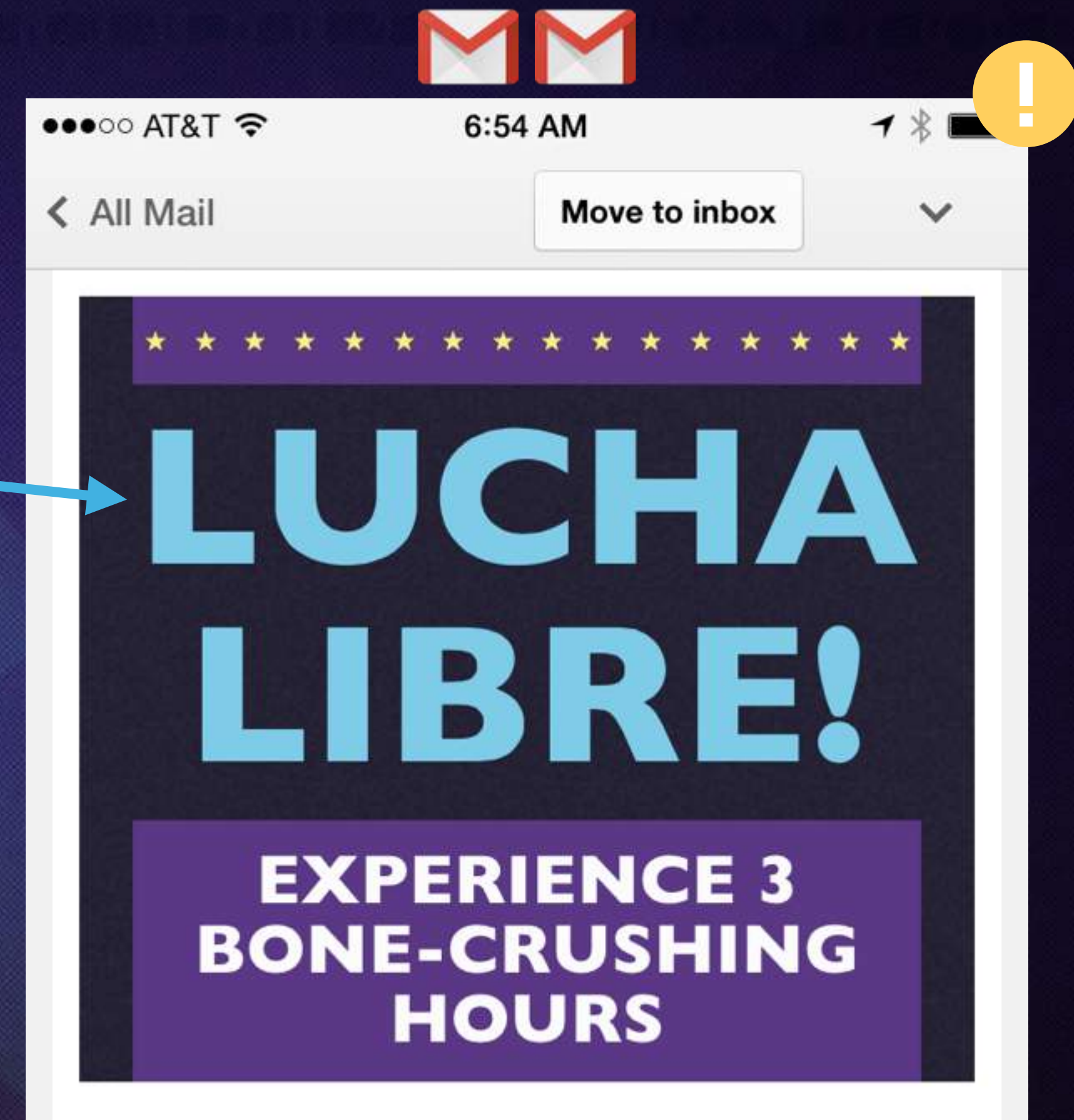
# Font sizes will be the inline values

Without media queries, the inline style for font size will be applied.

email.html

```
...  
<table ... >  
  <tr>  
    <td ...  
      style="font-size: 74px;  
        ...">  
      Lucha Libre!  
    </td>  
  </tr>  
</table>  
...
```

No way to adjust  
this conditionally



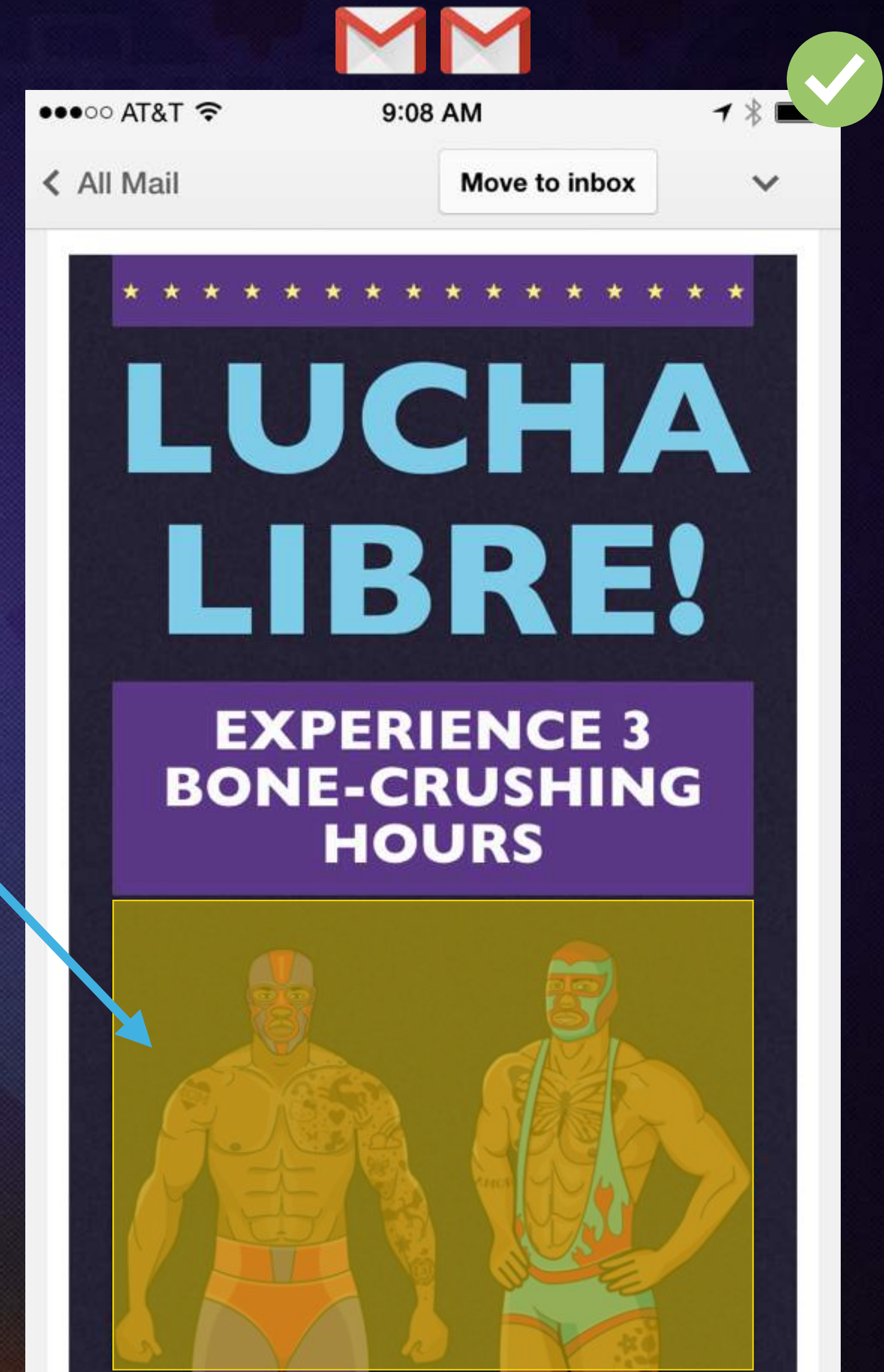


# Each table and image needs width and max-width

email.html

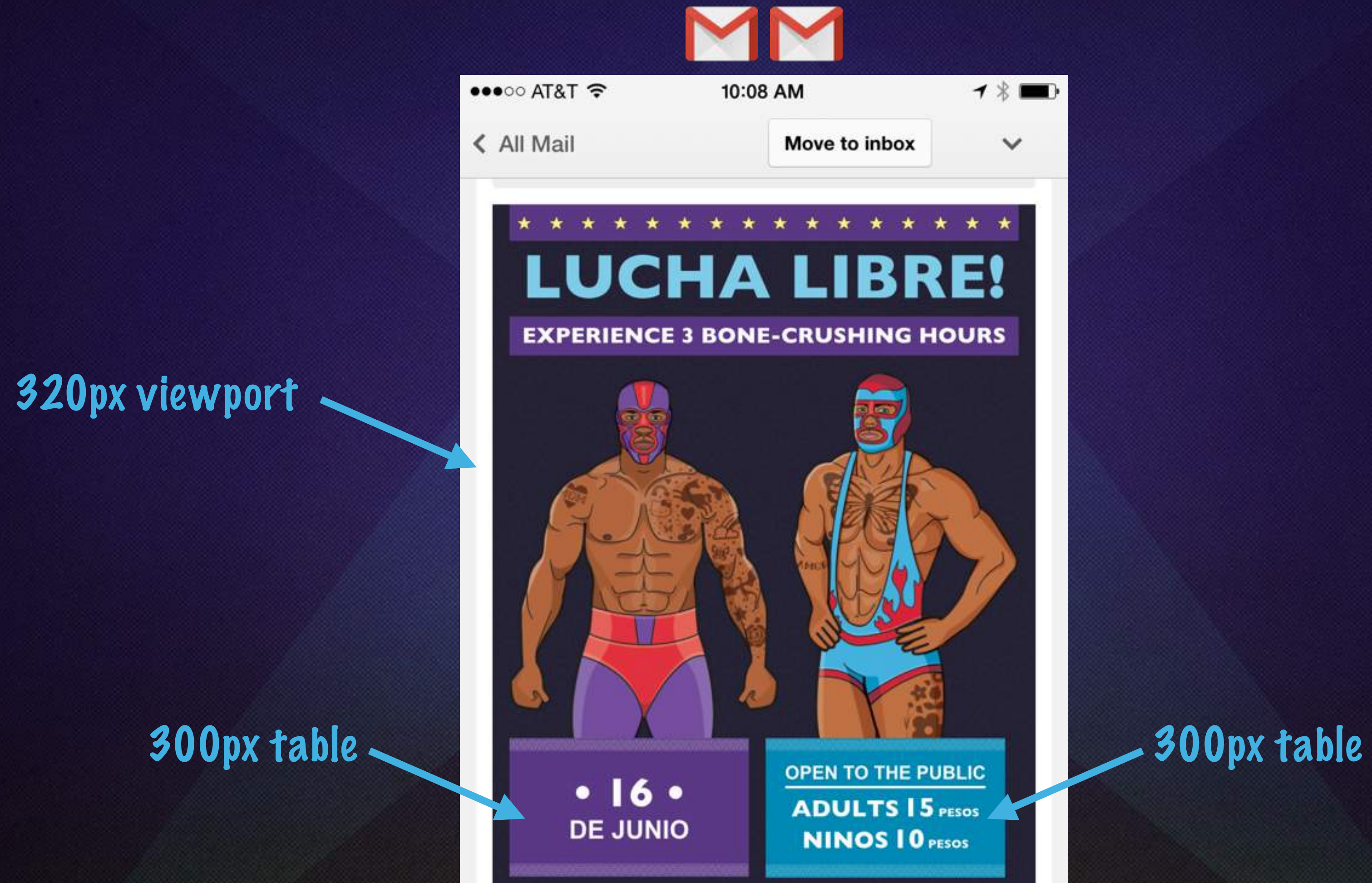
```
<table ...  
  style="max-width: 600px;  
  ..."  
  width="100%">  
<tr>  
  <td ... >  
      
  </td>  
</tr>  
</table>
```

This would be applied to all single-column tables





# Problem: Combined cell widths cause zoom





# Solution: Use aligned tables for columns

The align attribute with a value of left will allow for stacked or aligned tables.

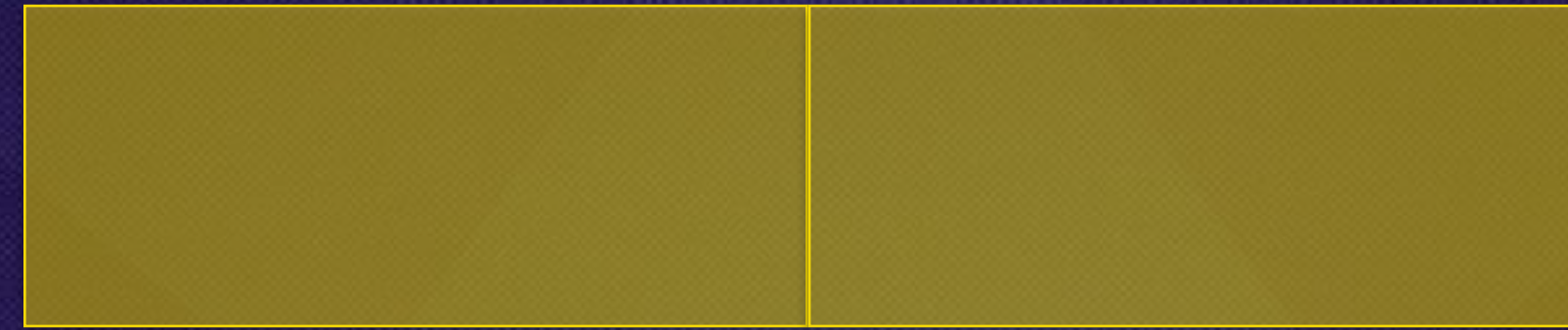
Two 300px tables



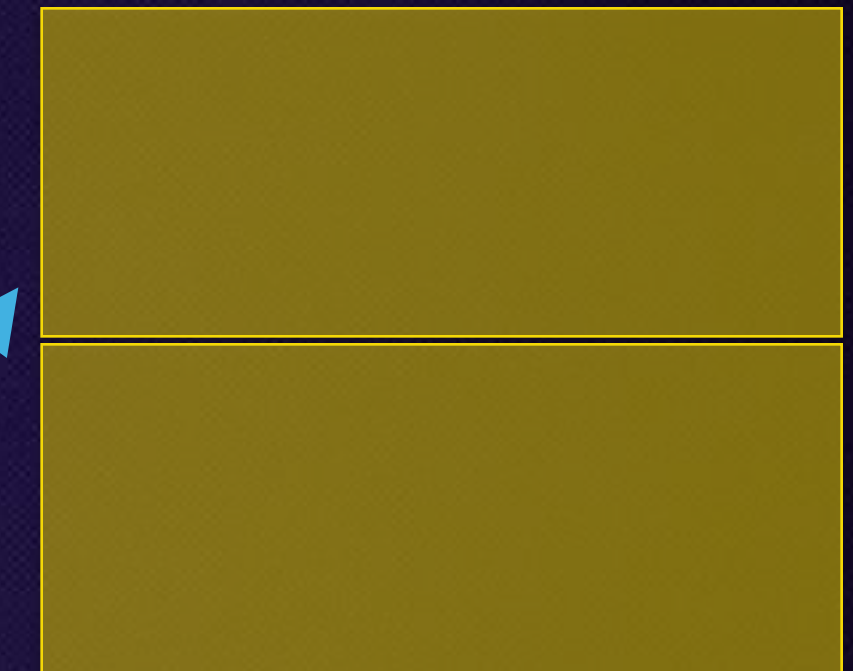
Default behavior is to stack or display block



Two 300px tables with align="left"



Will display inline if there is enough space or display block if there is not





# Adding the first column

Use a container for the 2 columns and nested container for the first column content.

email.html

```
...  
<table style="max-width: 600px;" width="100%" ... >  
  <tr>  
    <td>  
      <table align="left" width="300" ... >  
        <tr>  
          <td>  
            <table bgcolor="#5b3885" width="100%" . . >  
              ...  
            </table>  
          </td>  
        </tr>  
      </table>  
    </td>  
  </tr>  
</table>  
...
```



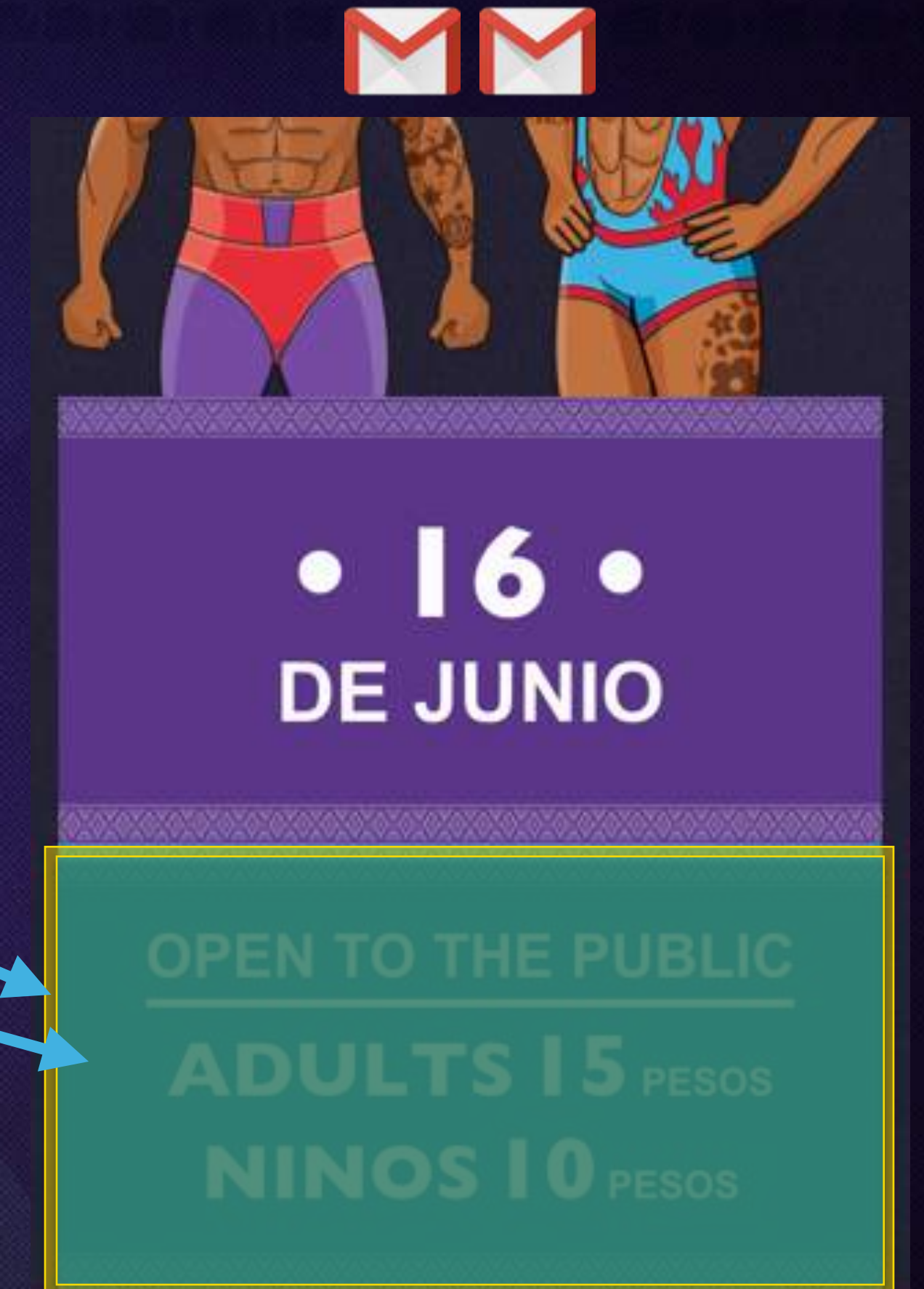


# Adding the second column

Use a container for the 2 columns and nested container for the first column content.

email.html

```
...
<table style="max-width: 600px;" width="100%" ... >
  <tr>
    <td>
      <table align="left" width="300" ... >
        ...
      </table>
      <table align="left" width="300" ... >
        <tr>
          <td>
            <table bgcolor="#0089b4" width="100%" ... >
              ...
            </table>
          </td>
        </tr>
      </table>
    </td>
  </tr>
</table>
```





# Replacing the classes for media queries

Where media queries are supported, our prior classes will alter width and add vertical space.

email.html

```
...
<style>
  @media screen and (max-width: 600px) {
    ...
    .width-full { width: 100% !important; }
    .stack-column-two { padding-top: 20px !important; }
    ... }
</style>
...
<table align="left" class="width-full" width="300" ... >
  ...
</table>
<table align="left" class="width-full" width="300" ... >
  <tr>
    <td class="stack-column-two">
      ...
    ...
  </td>
</tr>
</table>
...
```

Our styles from earlier  
for stacked columns





# Problem: The columns are not always centered

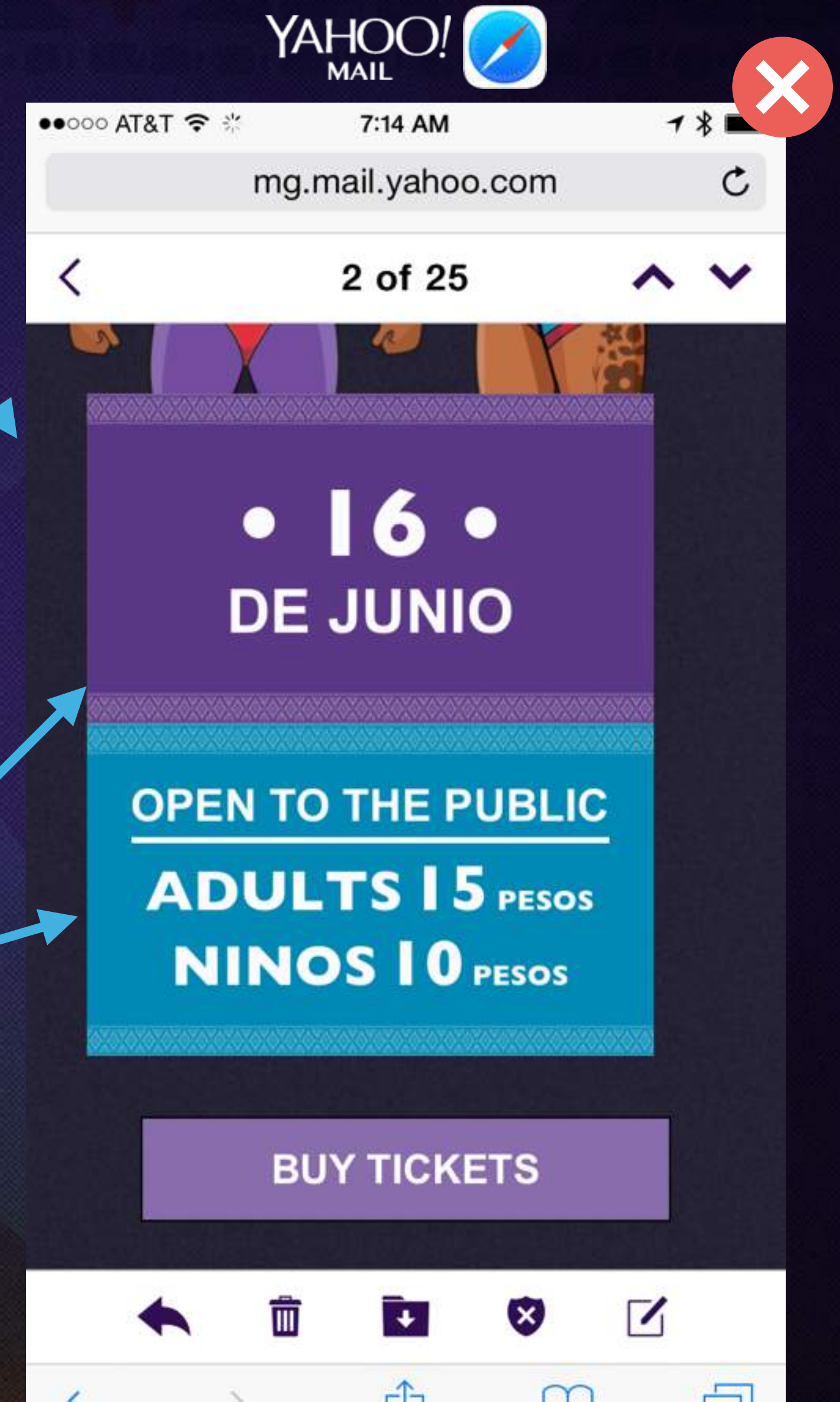
The columns will shift left in screens larger than their width.

email.html

```
...  
<table align="left" width="300" ... >  
  ...  
  <table bgcolor="#5b3885" width="100%" ... >  
    ...  
  
<table align="left" width="300" ... >  
  ...  
  <table bgcolor="#0089b4" width="100%" ... >  
    ...  
...
```

Viewport is 375px

align="left" shifts the tables to the left





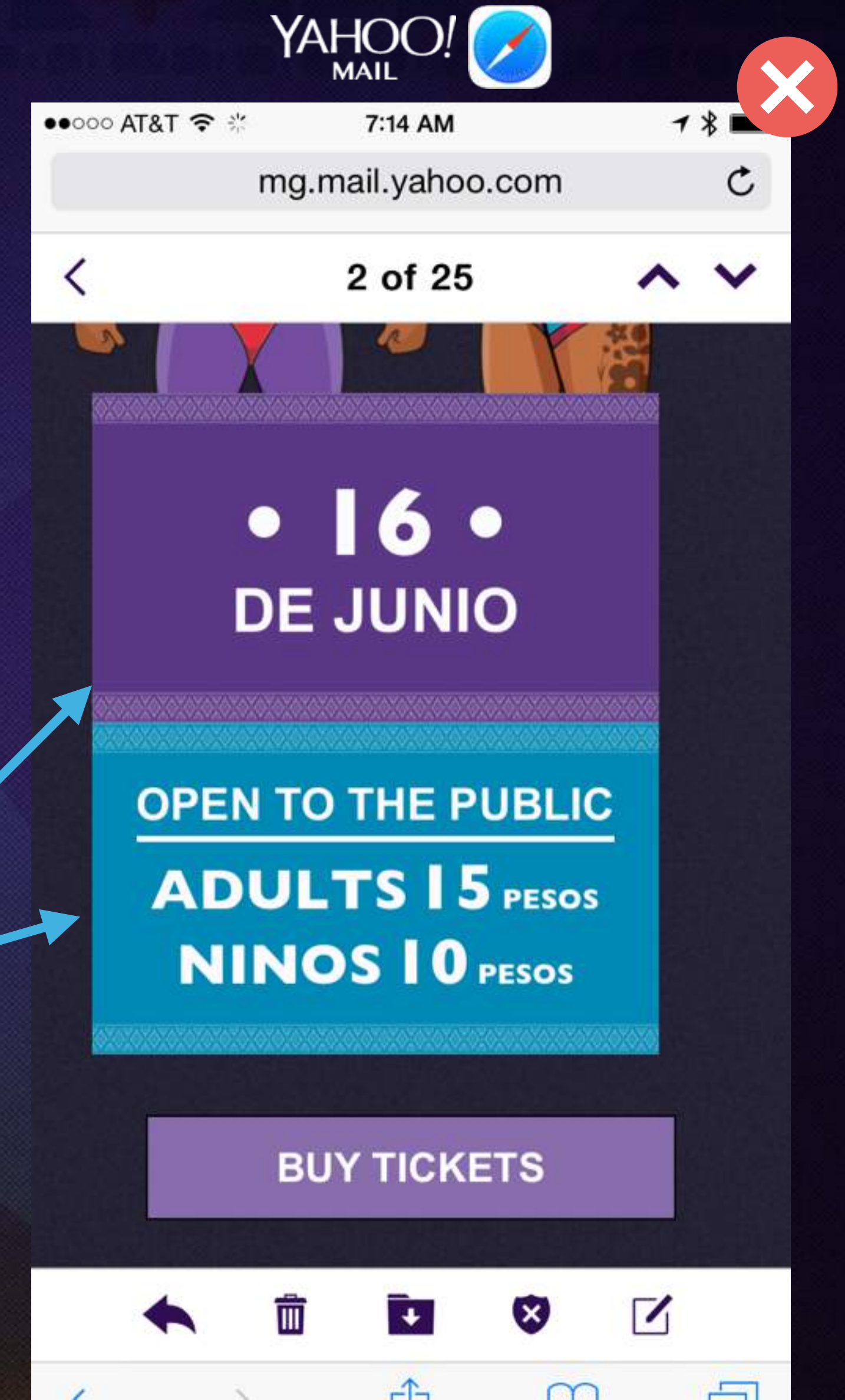
# Use an inline block element for a wrapper

Wrap the tables with a div element and apply display: inline-block.

email.html

```
...  
<div style="display: inline-block;">  
  <table align="left" width="300" ... >  
    ...  
    <table bgcolor="#5b3885" width="100%" ... >  
      ...  
</div>  
<div style="display: inline-block;">  
  <table align="left" width="300" ... >  
    ...  
    <table bgcolor="#0089b4" width="100%" ... >  
      ...  
</div>  
...
```

*align="left" shifts the tables to the left*





# Center the Inline Block Elements

Use text-align: center to center the wrapper divs.

email.html

```
...  
<td style="text-align: center;">  
  <div style="display: inline-block;">  
    ...  
  </div>  
  <div style="display: inline-block;">  
    ...  
  </div>  
</td>  
...
```





# Problem: Outlook.com removes “margin”

The preprocessor for Outlook.com removes margin but not Margin.

Word removes margin...



email.html

```
...  
<table ... style="...  
    Margin: 0 auto;>  
...
```

... but not Margin

